

Safer Hospital, Safer Wards Technology Fund

Achieving an Integrated Digital Health Record

Patient Relationship Management – SHSW-0719

25th September, 2013

Professor Richard Kitney
Non-Executive Director

David Radbourne
Chief Operating Officer

Bill Gordon
Director Of IMT

Roger Chinn
Clinical Director Of IMT

Mike Delahunty
Head of Outpatients

Paul MacGregor
Finance Business Partner

Vision

Our vision is to achieve an optimised IMT environment which delivers efficiency, consolidated processes and continuous improvement in care whilst facilitating cross organisation knowledge sharing and collaboration. With this we aim to achieve an innovative role acting as a pioneer of new dynamic processes that drive service improvement and maximise value.

The significant redesign of NHS healthcare delivery in the interim has emphasised the patient centric focus of future developments. This requires a significant shift in the way that information is used and viewed.

To provide maximum flexibility the IMT strategy for the Trust must be guided by an enterprise architecture that is supported by a services-centric approach, and has its foundation in a common open source (non-proprietary) platform.

Patient Relationship Management

- Provide a transparent and consistent method of communication with Patients
 - Online Appointment Booking
 - Provide a 360 view of patient interactions enabling us to deliver outstanding levels of customer care
 - Enable Dynamic Demand Management
 - Provide patients with relevant and clear information regarding their journey of care
 - Identify opportunities to make efficiency savings
- Enable Patient Centric Services to be delivered
 - Enable to the Trust to 'future-proof' itself in an ever changing challenging health environment
 - Patient Centric to allow us to deliver a more personalised and differentiated service which reflects their personal choices and preferences during their interactions with the Trust
 - Putting the patient lifecycle at the heart of our approach

PRM Benefits

- Increased throughput of cases, reduced LoS - saving / increased revenues for Trust
- Reduction in time to treatment, treatment time and DNAs
- Reduced duplication of diagnostics
- Patients understand where they are in the pathway
- Patients, carers and clinicians will have access to their care plan that they can view anytime, anywhere
- Better access to meaningful patient-derived data increases opportunities to innovate
- Enable Trust to make improvements in the areas that patients say matter most

- Reducing DNAs of 1st and FU OP appointments
- Reduced cost of litigation
- Across Trust PRM enables workflows that streamline the collection and authorised sharing of patient information
- PRM formalises data sharing
- Multi-channel appointment booking
- Automate proactive communications to patients e.g. treatment options
- Reduced chances of iatrogenic harm
- Enable Trust to make improvements in the areas that patients say matter most
- PRM empowers patients and helps them become engaged partners

Communicate with your clinician remotely

- ▶ View appointments and request changes if necessary
- ▶ See your prescriptions and medication history
- ▶ Receive messages securely and reply
- ▶ See your history with us
- ▶ View your test results

Sign Up



News

Travel Disruption - Sunday 4 August

Please note that roads near the hospital may be ... [read more >](#)

August Bank Holiday Arrangements

The hospital will be operating a weekend service on ... [read more >](#)



Information and Advice

Advice specifically for you and your condition

See More



Site User Guide

Our videos, podcasts and help pages explain how you can use this site

See More

PRM Urology Referral Example

Referral: David French: Urology Referral - Microsoft Dynamics CRM - Windows Internet Explorer

https://patientexperience.crm4.dynamics.com/main.aspx?etc=112&extraq=%3F_grdType%3d112%26etc%3d112%26id%3d257b8CB9449-D2DC-E211-8BBA-994BE17C88D3%257d%26pageMode%3diframe%26preloadCache%3d1375442418375%26rskey%3d478852283&pageType=entityrecord

+ NEW ☆ FOLLOW ↶ RESOLVE CASE ↷ CANCEL CASE ...

REFERRAL

David French: Urology Referral

Medical Priority: Urgent | Status: Accepted | Owner: Sophie Richardson

REFERRAL SETUP	PRE-ATTENDANCE	ATTENDANCE (Active)	FOLLOW UP	DISCHARGE	NEXT STAGE
<ul style="list-style-type: none"> Welcome Letter: Sent Contact Method: Confirmed Advisory Pack: Sent 	<ul style="list-style-type: none"> Pre-Attendance Survey: Completed Pre-Ass. Questionnaire: Not Sent Attendance: Confirmed 				

Summary

REFERRAL DETAILS

Referral ID: CAS-01040-X6V6T5

Title: David French: Urology Referral

Patient: David French

Service: Urology

Medical Priority: Urgent

Care Provider: Chris Ashton

DATE TRACKING

Received On: 6/24/2013 2:30 PM

Initial Consultation: 7/5/2013 12:00 PM

Treat By: 7/11/2013

Active

POSTS ACTIVITIES NOTES

Add Phone Call | Add Task

This is a reminder that you have an I...
 This is a reminder that you have an Initial with us on 7/5/2013 1...
 Completed by Sophie Richardson 7/4/2013 4:51 PM

Urology (Initial Consultation)
 Modified by Sophie Richardson 7/4/2013 4:51 PM

Sophie Richardson
 Patient Pre-Attendance Survey CRM:0001014
 6/24/2013 2:38 PM

Send Welcome Letter: CAS-01040-X...
 Please send the attached welcome letter to the patient.
 Completed by Sophie Richardson 6/24/2013 2:31 PM

PATIENT DETAILS

CUSTOMER DETAILS

David French

Company: Seven Dials Medical Centre

E-mail: david_french@outlook.com

Mobile: 447807135507

Business: 0118 909 3800

RECENT CASES

Status	Title
Active	David French: Gastrostomy Referral
Active	David French: Urology Referral

PRM Patient Preference Example

Patient: David French - Microsoft Dynamics CRM - Windows Internet Explorer

https://patientexperience.crm4.dynamics.com/main.aspx?etc=2&extraqs=%3fetc%3d2%26id%3d%257b78E83CEB-F1D4-E211-8A8B-B499BAFE4013%257d%26pagemode%3diframe%26preloadcache%3d1375442741286&pagetype=entityrecord

+ NEW ☆ FOLLOW 📄 DEACTIVATE ...

> PATIENT

David French

Full Name	NHS Number	Date of Birth	
David French	NHS - 1304483	8/18/1985	

Country **United Kingdom**

NAVIGATION

Service Administration

CONTACT PREFERENCES		SERVICE PREFERENCES	
E-mail	Allow	Day	Monday
Bulk E-mail	Allow	Time	Morning
Phone	Allow	Service	--
Fax	Do Not Allow	Facility/Equipment	--
Mail	Allow	User	--

Ongoing and Previous Referrals

Active

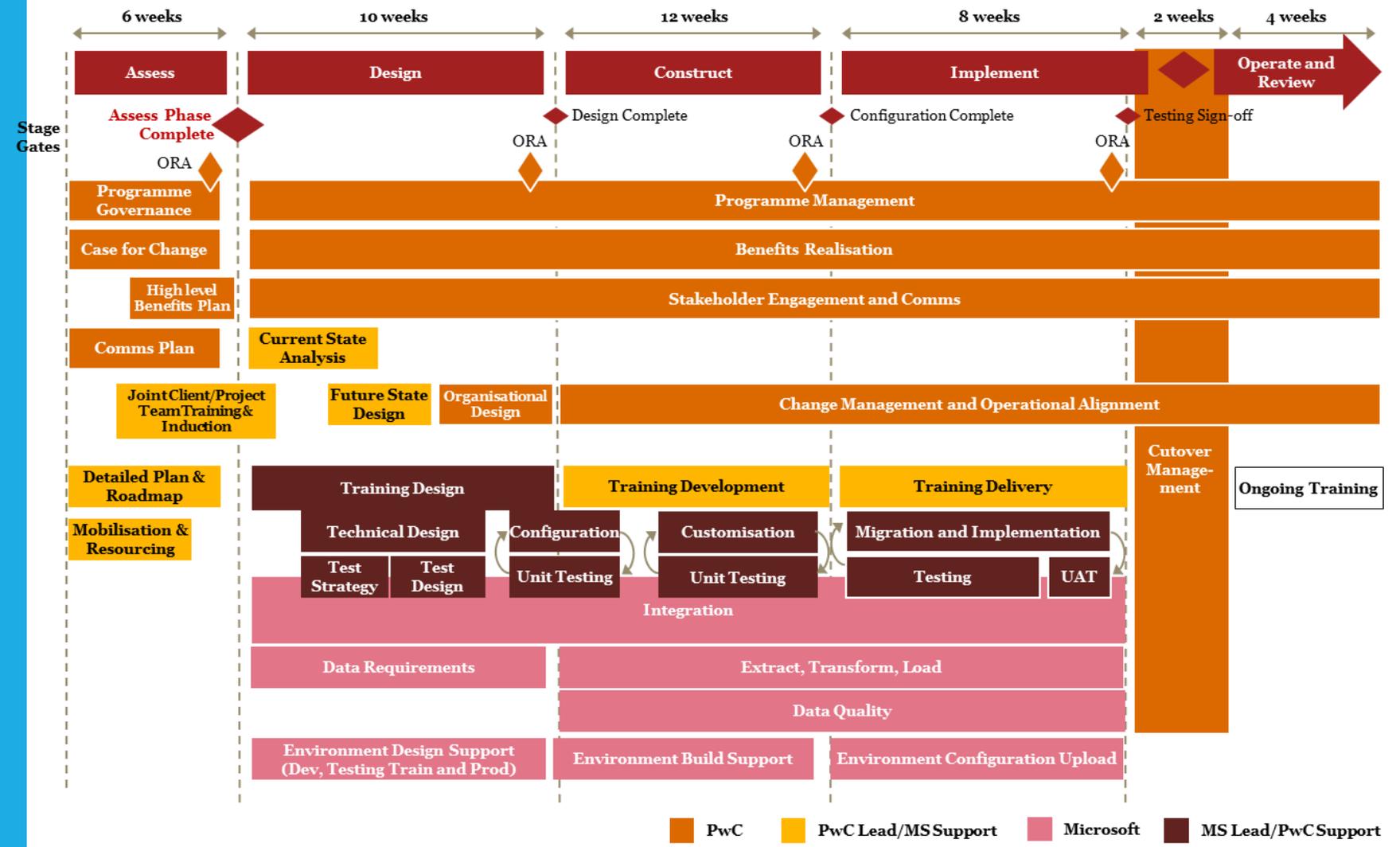
150%

12:27 02/08/2013

Outpatient Improvement Programme Board

- Vision
 - To exceed our patients expectations by providing a high quality, modern outpatient facility that leads on efficiency, effectiveness and patient experience
- Four main work streams
 - IMT and Patient Communications
 - Clinic Management
 - Environment
 - Workforce and Customer Service
- Membership
 - Divisional Medical Directors
 - Divisional Operational Directors
 - Head of Outpatient Services
 - OPD Service Improvement Lead
 - General Managers
 - Patient Representatives
 - Head of Performance and Information
 - Deputy Chief Nurse
 - Patient and Staff Experience Manager

PRM High Level Plan Phase 1



■ PwC
 ■ PwC Lead/MS Support
 ■ Microsoft
 ■ MS Lead/PwC Support

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Achieving an Integrated Digital Health Record

ACOCO, Enabling Accountable Care at Chelsea and
Westminster Hospital NHS Foundation Trust – SHSW-0749

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Vision

To become an Accountable Care Organisation
To provide significantly improved care to patients through better coordination and moving towards prevention

Aim

To develop a broad predictive model to identify care gaps

To develop effective data sharing with partner organisations across the care community

Using open source wherever possible and working closely with care.data

To empower patients to manage their own care through a patient portal